

Why use motherboards based on the Intel® 810 chipset for entry-level systems?

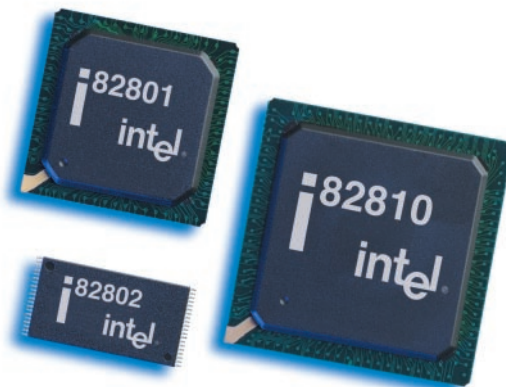
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New Products. New Markets. New Opportunities.

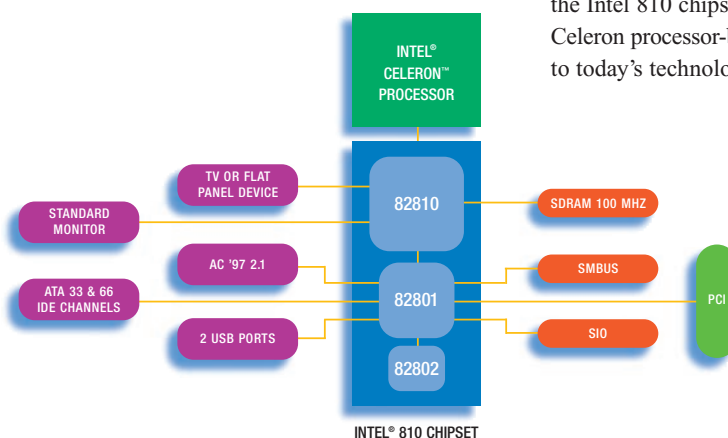
The PC market has undergone rapid expansion in past years and is poised for greater growth. While constantly advancing applications will drive the requirement for more powerful personal computers, much of tomorrow's growth will be fueled by entry-level PC customers. This cost-sensitive customer may be deploying technology for the first time in an emerging region or looking for a second PC for home use. New PC price points and expanding access to the Internet are rapidly creating more new sales opportunities. Traditionally, providing low-cost systems meant using yesterday's technology or poor quality components in order to retain product margins. Intel's comprehensive approach to system cost reduction, including the Intel® Celeron™ processor and the Intel® 810 chipset, breaks the paradigm. This new balanced platform will bring new capabilities to cost-sensitive users while helping you continue to grow a profitable business.

Performance and Features to Please your Customers

Motherboards based on the Intel 810 chipset deliver features and performance that complement Celeron processor-based systems. With Intel's new Accelerated Hub Architecture and the integration of the graphics core into the chipset, the 810 chipset delivers features once available



only in more expensive motherboards. The new architecture removes PCI as the central chipset interconnect, making it possible to provide direct channels to memory for I/O links critical to multimedia computing (including hard disk drive, CD-ROM, audio, modem, and USB). Each of these functions now have twice the available bandwidth of previous PCI-based implementations. The Intel 810 chipset's smart graphics integration delivers all the benefits of traditional AGP dynamic memory allocation while supporting implementations with or without (for greater cost savings) dedicated frame buffer memory. In addition to optimizing 3D performance, the Intel® Graphics Technology deployed in the Intel 810 chipset enables TV out, digital flat-panel display, and soft DVD acceleration. Intel 810 chipset-based systems deliver Ultra ATA/66 drive interface to enable new levels of disk transfer rates, as well as eliminate legacy ISA overhead for a lower support burden. The advancements enabled by the Intel 810 chipset ensure that buyers of Intel Celeron processor-based systems also have access to today's technology advances.



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Platform Value

The Celeron processor delivers a great solution for entry-level systems by striking a balance between cost and performance. Add a motherboard based on the Intel® 810 chipset, and the entry-level PC system delivers optimal performance and enhanced value. The 810 chipset includes AC '97 (Audio Codec) to deliver stereo quality sound and 56 KB/ps modem technology with the addition of an inexpensive modem riser card. Another innovation is the use of hardware motion compensation technology, allowing DVD playback without a separate decoder card. The chipset's integrated graphics capability eliminates the need for expensive graphics cards and provides the option to eliminate the cost of additional dedicated frame buffer memory.

Bottom Line Benefits

As a businessperson, you know that the cost of providing a solution goes beyond simple "bill-of-materials" cost. The Intel 810 chipset increases your overall cost savings and can help preserve your margins by reducing your overall operational cost. Intel validates all integrated hardware functions and associated software drivers with popular operating systems and peripherals so you don't have to. For lower cost systems, ease of integration is critical. With Intel 810 chipset-based motherboards, all of your system's performance enhancing software and drivers can be loaded quickly from just one CD. Using the Intel 810 chipset allows you to eliminate discrete components such as sound cards, video cards, and modems, greatly reducing inventory SKUs and configuration time. Best of all, utilizing a motherboard based on the Intel 810 chipset now is just the beginning. Future members of the 810 family will support enhanced graphics performance as the value PC platform evolves, allowing you to leverage your current product, compatibility, and integration knowledge.

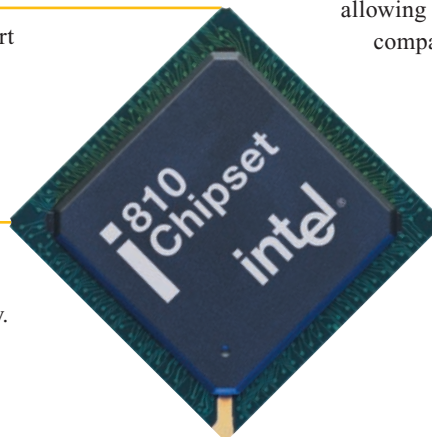
Cut Costs. Not Corners.

Quality

Minimize returns and support calls, raising profit margins.

Compatibility

Product-specific drivers developed and supported by Intel ensure compatibility.



Performance

Intel® 810 chipset architecture maximizes data traffic between the Intel® Celeron™ processor, critical I/O functions, and memory.

Features

Next-generation features for today's value PC, including ATA66, Intel® Graphics Technology, hardware motion compensation, and AC '97.

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UNITED STATES AND CANADA
Intel Corporation
Robert Noyce Bldg.
2200 Mission College Blvd.
P.O. Box 58119
Santa Clara, CA 95052-8119
USA

EUROPE
Intel Corporation (UK) Ltd.
Pipers Way
Swindon
Wiltshire SN3 1RJ
UK

ASIA-PACIFIC
Intel Semiconductor Ltd.
32/F Two Pacific Place
88 Queensway, Central
Hong Kong, SAR

JAPAN
Intel Kabushiki Kaisha
P.O. Box 115 Tsukuba-gakuen
5-6 Tokodai, Tsukuba-shi
Ibaraki-ken 305
Japan

SOUTH AMERICA
Intel Semicondutores do Brasil
Rue Florida, 1703-2 and CJ22
CEP 04565-001 Sao Paulo-SP
Brazil